

Habit Design

studies how to change

User Behaviours and Habits

through

Habit-Forming Technologies

employs a formula

$$B = m + a + t$$

it follows a pattern called

The Hook

there are 4 different levels

Behaviour =

Motivation:

Seek pleasure / avoid pain
Seek hope / avoid fear
Seek social acceptance / avoid social rejection

+

Ability:

Difficulty level
Time required
Physical effort required

+

Triggers *

The Psychology of Habit-Design

is irresponsibly used for

Manipulation Addiction

could be used for

Help people live happier, healthier, having a more fulfilling and connected life

Triggers *

External

Very connected to designers.

Buttons:
"Play this"
"Watch this"
"Click here"

Links
Word of mouth

Internal

They dictate our habits through powerful negative emotions:

Lonesome, Bored, Indecisive, Confused, Powerless, Dissatisfied, Fatigued, Fear of Loss, Lost

creates "FOMO" (Fear of Missing Out) e.g. Inbox, Instagram

Action

It's the act of

Scrolling on: Pinterest
Facebook's feed

Searching on: Google

Pushing a "play" button on: Youtube

Variable Rewards

It is anticipated by

"The Nucleus Accumbens"

area in the brain that stimulates the

Stress of Desire

it is possible to super charge by using

Uncertainty
Mystery
Intrigue
Variability

which increases focus, engagement and it is highly habit forming

There are 3 types:

Tribe

Social Networks:

Empathetic joys
Partnerships
Cooperation
Competition
Likes
Comments
Feedback

Hunt

Information Resources:

"Feed" mechanism in most of the technology (scroll to find)

Self

Self-achievement:

Control
Confidence
Consistency
Game Play

Email Inbox:

It works like a daily "game" of checking unread messages and clearing the box

Investment

Loads the next Trigger:

What makes us come back?
e.g. expecting an answer on Whatsapp.

Stored Value:

The more data we put in, the more valuable the product becomes. e.g. number of followers o Twitter